



# The Bead™

SPRING '08

A Henkel Newsletter for the Remodeling Trade



## Trend Report

### Education & training: Now more than ever

**It's an old business adage:** If you take care of your employees, they'll take care of your customers. With the proper education and training, a knowledgeable employee will know the right answers to a customer's tough questions and can up-sell your services and products.

**Nurture employees.** Your staff knows that if you've taken the time to educate them, you value them and their role within the company. They are then in a supportive work environment that inspires them to value customers and do their bit to entice customer loyalty.

**Head and shoulders above the crowd.** Investing in education and training will differentiate you from your competitors. It's that differentiation that lures new customers – and keeps the existing ones.

**Connect the dots.** At Henkel, we understand the importance of education and training, plus we know you don't want to break the bank creating your own training program. That's why we offer a variety of educational options for you and your team.

- **The personal approach:** A Henkel rep can attend a company meeting to train your staff on Henkel's complete line of adhesives, caulks, and sealants.
- **Four certifications to choose from:** OSI® WINTeQ™ Window System classes are available for both installers and non-installers, such as dealers, distributors, and contractors.
- **Just launching:** AIA/HSW continuing education credits for architects on window installation ("Improve Sustainability and Efficiency by Specifying a Window Installation System") and green building products ("A New Approach to Green Building: Caulks, Sealants, and Adhesives") via online distance education.
- **Don't wait:** Contact your local sales rep to get more details and to schedule your training sessions.

## Loctite® Power Grab® Heavy Duty Construction Adhesive: Super-strength, indoors and out

Add outdoor jobs to the long list of uses for Loctite® Power Grab® construction adhesives with the debut of Loctite® Power Grab® Heavy Duty construction adhesive, a super-strength formulation that meets the more stringent requirements for outdoor application.

Loctite® Power Grab® Heavy Duty construction adhesive complies with some of the most common builder specifications – ASTM D-3498, ASTM C-557, and APA AFG01 – and is available in a larger contractor size (27.9 oz./825 ml.)

"Like the rest of the Loctite® Power Grab® line, Loctite® Power Grab® Heavy Duty construction adhesive has our unique Instant Grab™ technology, an initial tack that's so high it's like having an extra set of hands on the job. It is ideal for the tough jobs we know home improvement contractors face on a daily basis," says Scott Jackson, Senior Category Manager for Henkel Corporation.

With nine times higher initial tack than traditional adhesives, Loctite® Power Grab® Heavy Duty construction adhesive instantly (and with minimal bracing) grabs surfaces to be bonded, yet is repositionable for 15 minutes. It fully cures after 24 hours, ready to sand or paint. Other products in the Loctite® Power Grab® line of construction adhesives are Loctite® Power Grab® All-Purpose, Loctite® Power Grab® Tub Surround, Loctite® Power Grab® Paneling & Drywall, and Loctite® Power Grab® Foamboard & Ceiling Tile.

Loctite® Power Grab® All-Purpose construction adhesive is now also available in a squeeze tube for smaller projects and in an innovative Pressure Pack® dispenser, which uses a dual piston technology to easily extrude upside down and one-handed. All Loctite® Power Grab® products feature a resealable cap.



### Loctite® Power Grab® construction adhesives: Always environmentally-friendly, always high-performance

- Latex-based – no solvents
- Low VOC
- Low-odor
- Cleans up with water
- Meets U.S. Green Building Council and NAHB's green standards for adhesives

For more information, visit [www.loctiteproducts.com](http://www.loctiteproducts.com).

# Dispelling green myths



"Green building is no longer a niche market, it is the present and the future of the building industry," says Ray Tonjes, a custom home builder who chairs NAHB's Green Building Subcommittee.

Mr. Tonjes has his finger on the pulse of the industry. As green goes beyond a niche segment of the marketplace, however, the danger of "greenwashing" is a real one – with companies falsely making green claims for their products. That's when you turn to brands you trust to dispel the myths.

The OSI® GreenSeries™ adhesive and sealants line is the first brand to offer high-quality interior and exterior construction adhesives and specialty sealants that combine high performance with environmentally-friendly formulations.

MYTHS	FACTS
<b>NAHB and LEED certify green products.</b>	<b>No, they only certify green homes.</b> The products that are NAHB and LEED approved qualify for points toward green building certification. OSI® GreenSeries™ adhesives and sealants earn 5 points for NAHB and 3.5 points for LEED.
<b>Take our word for it that our product is green.</b>	<b>Independent third-party certification is essential.</b> OSI® GreenSeries™ is the only full line of seven adhesives and sealants independently certified by GREENGUARD Indoor Air Quality Institute.
<b>Low VOC and VOC compliant are the same.</b>	<b>OSI® GreenSeries™ adhesives and sealants are all low VOC,</b> formulated to <b>exceed VOC requirements</b> rather than using exempt solvents to achieve VOC compliance.
<b>Green products are good for the environment, but they don't perform as well.</b>	<b>Don't settle for less.</b> OSI® GreenSeries™ product performance is equal to or better than traditional products.

WWW.GREENSERIES.COM



## Ask Billy

### "VOC-compliant" and "low VOC" explained

**Dear Billy,**

I live in an area that has just adopted the new VOC regulations for adhesives and sealants. With all these new regulations – plus the growing popularity of "green building" – I'm seeing products that claim "VOC-compliant" and some labeled "low VOC." What is the difference, if any?

*Signed: What The VOC?*

Dear Dear What The VOC,

Before I go into the difference between "VOC-compliant" and "low VOC" – and there most certainly is a difference – let's take a step back for those readers who are not very VOC-savvy.

"VOC" stands for Volatile Organic Compound, a necessary substance used in the manufacture of adhesives and sealants to make them flowable and workable. Once the adhesive or sealant is applied, it cures by the evaporation of the VOC. Some commonly used VOCs are the mineral spirits, toluene and xylene. Gasoline and alcohol are VOCs, too.

When an adhesive or sealant cures, the evaporation process releases substances into the air, which is why you smell an odor as the curing happens. Many states have implemented laws that restrict the use of certain VOCs, which are believed to contribute to low-level smog and deplete the ozone. Adhesives and sealants labeled "VOC-compliant" have been reformulated to comply with these laws. That can mean two things: The product is made with exempt VOCs, and it is made with a lower total volume of VOCs altogether. VOC-compliant products have less of an impact upon the environment and

exactly meet the requirements of these laws that are on the books in nine states and pending in 10 others.

Sounds good, right? It is, unless your customer wants a green product or you're striving to conform to the latest green building standards. If that's the case, you need to use "low VOC" adhesives and sealants, which will have the least impact on indoor air quality. These products – such as OSI® GreenSeries™ adhesives, sealants, and caulks – strive to reduce the total VOC content. They are even better for the environment and are good for environmentally-sensitive people (such as those with asthma). Low VOC products cost more, but they also conform to more stringent standards while maintaining high performance.

Another tip: Look for third-party testing to make sure the manufacturer's claims have been independently verified. For example, OSI® GreenSeries™ adhesives and sealants are GREENGUARD-certified for indoor air quality, the only adhesives and sealants on the market with that designation. I advise you, What The VOC, to consult closely with your customers about which product is right for them. If they are concerned about their budget, then VOC-compliant adhesives and sealants will comply with the laws and reduce environmental impact. If indoor air quality and "going green" is a more important issue for them, stock up on low VOC products. In either case, you are now ready to knowledgeably discuss both options with your customers.

Stickin' with you on the job,

*Billy*

**Got a question for Billy?**  
Email him at [Bill.Longo@us.henkel.com](mailto:Bill.Longo@us.henkel.com).

**Bill Longo is**

**Henkel's go-to guy**

**for caulks, sealants,**

**and adhesives. While**

**he's been cured many**

**times, he's never**

**tried evaporation.**

# Turning one-time customers into lifelong customers

With the housing market in a slump and money growing tighter for home repairs and improvements, the greatest resource for more business is past customers. By taking what would seem to be one-time customers and turning them into lifelong customers, you can save money on leads and build invaluable word-of-mouth business.

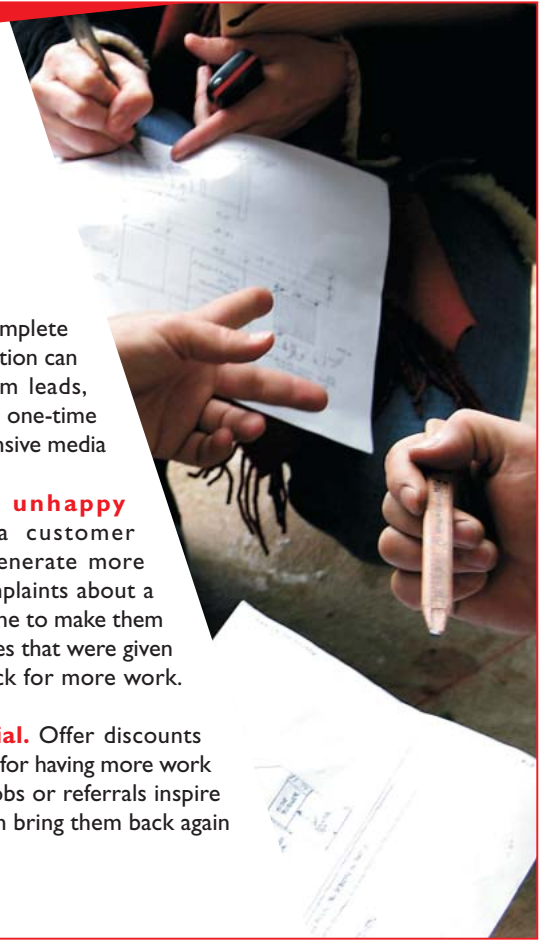
**Communicate with current customers.** The most valuable commodity at your disposal is a current, properly organized customer list. Reach out through direct mail, e-mail, or warm-lead phone calls. An organized e-mail campaign will cost less than a single advertisement in a daily newspaper, and direct mail campaigns hit the mark more reliably than newspaper ads—you know these people own homes and have had repairs done.

**Customer data is gold.** The more detailed information you have on customers, the more specific your offers can be. Keep track of what improvements you have made for them, issues that arose during the work, how quickly they

paid, and how long it took to complete the job. Every little bit of information can help you tailor a pitch to warm leads, which are far less expensive than one-time events like home shows or expensive media buys.

**Repair relations with unhappy customers.** Sending out a customer satisfaction survey can also generate more business. If a customer has complaints about a previous job, see what can be done to make them happy. Make good on the promises that were given to them, and they will come back for more work.

**Make them feel extra special.** Offer discounts to returning customers, or perks for having more work done. Incentives for additional jobs or referrals inspire loyalty among customers and can bring them back again and again.



## 5 Questions...

## for Neils Brooks

# 12345



Neils Brooks and his wife, Elena, with actor Richard Karn, who is the national spokesperson for Mr. Handyman International.

In the Mr. Handyman world, they don't come much more qualified than Neils Brooks, who is president of Mr. Handyman of Tidewater, Virginia. His franchise has been in the top five in total sales since 2004 and has been a National Field Training Center since 2005. In 2006, he won the President's Award, Mr. Handyman's top honor, and was given the Treasurer's Award in 2007 for best fiscal and operations management. He currently serves on the National Franchise Advisory Board.

### 1. Whew! That's a lot of awards! Are you the most honored handyman in history?

Well, thank you (laughs). I don't know about that, but I'm probably the most educated – I have a bachelor's in business and mathematics, a master's in school administration and supervision, a doctorate in leadership, and a post-doctorate in policy, from my first career in public education. But I always wanted to own my own business. I've also always been a DIYer, so when I saw a newspaper article about Mr. Handyman in 2001, I found a way to combine both interests into a successful business.

### 2. What's your customer service philosophy?

People are tired of shoddy work. They don't want to pay for the same repair three times. They want professionalism, quality materials, and the job done right the first time. We strive to build long-term relationships – 50% of my work is repeat business – and educate the customer about what we're doing.

### 3. Considering your background in education, what's your approach to training and education?

It's extremely important to continue to expand our knowledge base. We provide regular and ongoing

training to all of our technicians at our weekly team meetings, capitalizing on industry partners to provide product training. Mr. Handyman International also has web seminars and online training courses, and all of our technicians are certified via Mr. Handyman.

### 4. What piece of technology do you rely on the most?

My Blackberry. It's a good management tool, letting me manage my e-mail and access my calendar from anywhere. I'm out of the office and in the field for two or three days at a time, but I'm never out of touch. Our technicians all have cell phones with web browsers. We e-mail jobs to them on their cell phones and use e-mail to keep in touch with each job's progress. Now they can spend more time with customers and less time in the office. I also use a voice recorder, for recording ideas while driving.

### 5. What was the best advice you were given?

When I first started in this business, a remodeler I met through the local building association told me, "Neils, a lot of people get in this business and they cut price or quality to chase business. Charge a fair price, do your quality work, and you will always have business."



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Off the Clock

**Fishing with Frank**



The right equipment can make or break your fishing

*I just got a new Legend bass boat and let me tell you – it is an impressive piece of machinery. This boat has got me thinking that we’ve been talking a lot about fishing technique these past few issues, but we haven’t touched on another very key factor for fishing success and that is the right equipment.*

**The Right Boat**

Every bass boat out there claims to be the best. The reality is that each brand handles and runs differently. I have three pieces of advice when it comes to buying a boat. First, really think about the kind of fishing you’re going to do and find a boat that meets those needs. Second, you absolutely have to test drive it. And third, make sure you get the engine in the size the boat is rated for. If you buy a boat rated for a 250 horsepower engine, don’t try to save money with a 200 horsepower engine. If you do, the boat will be underpowered, sacrificing performance, handling, and, yes, even safety.

**The Right Fish Locator**

Here the key word is “detail.” Purchase a fish locator that provides the most detail and you’ll find the most fishing success. Put simply, fish locators are depth finders that show the fish you’re running over. If you try to skimp here, you will lose resolution and power, which translates into “no details.” My Lowrance fish locator shows so much detail, I can see a fish three inches off the bottom eating the bait I just dropped. And that’s what helps me catch them.

**The Right Sunglasses**

Quit being a tough guy and wear sunglasses, for Pete’s sake. A few fishing buddies of mine now struggle with cataracts, guys who were lax about protecting their eyes from harmful UV rays. Sunglasses can also be like safety goggles, protecting your eyes from errant hooks. Take an afternoon to try on a variety of frame styles to find the best fit. My Solar Bat sunglasses really fit well and are comfortable to wear on a long fishing day. Again, don’t skimp: Make sure they have UV protection and polarization to cut glare.

*Sponsored by OSI since 2003, pro angler Frank Scalish relies on this new rig as he competes this year on the Bassmaster Southern Opens and the FLW BP Eastern Series tournament tours.*

Good Fishing!

*Frank*



For more information, visit [www.osiproseries.com/frank-scalish](http://www.osiproseries.com/frank-scalish).